

WHAT IS CLAIMED IS:

1. A multipurpose calling card comprising:
a calling card portion; and
a key ring portion, the key ring portion being separable from the calling card portion.
2. The multipurpose calling card of claim 1 wherein the key ring portion includes:
one or more of promotional information, personal expressions, and photographs.
3. The multipurpose calling card of claim 1 wherein the key ring portion includes:
a hole that allows the key ring portion to be attached to a key ring.
4. The multipurpose calling card of claim 1 further comprising:
a perforation located between the calling card portion and the key ring portion,
the perforation facilitates the separation of the calling card portion and the key ring portion.
5. The multipurpose calling card of claim 1 wherein a size of the multipurpose calling card is approximately a size of a conventional calling card.
6. The multipurpose calling card of claim 1 wherein the calling card portion and the key ring portion include an identification number for placing a telephone call.

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7. A method for manufacturing customized cards, comprising:
receiving personal information;
generating one or more multipurpose cards, each multipurpose card including a main portion and a keytag portion, the keytag portion being separable from the main portion; and
5 customizing at least one of the keytag portion and the main portion of each multipurpose card to include the personal information.
8. The method of claim 7 wherein the generating includes:
generating one or more multipurpose calling cards.
9. The method of claim 8 wherein the generating includes:
generating one or more multipurpose prepaid telephone cards.
10. The method of claim 7 wherein the generating includes:
generating one or more multipurpose gift cards.
11. The method of claim 7 wherein the generating includes:
generating one or more multipurpose credit cards.
12. The method of claim 7 wherein the customizing includes:
adding one or more of a company logo, personal expression, and a photograph.

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13. The method of claim 7 wherein the customizing includes:
adding the personal information to both the main portion and the keytag portion
of each multipurpose card.
14. The method of claim 7 wherein the generating includes:
adding an identification number to both the main portion and the keytag portion
of each multipurpose card.
15. A system for manufacturing customized multipurpose cards, comprising:
means for creating at least one multipurpose card, the at least one multipurpose
card including a main portion and a keytag portion, the keytag portion being separable from the
main portion; and
means for adding, to at least one of the keytag portion and the main portion of the
at least one multipurpose card, information specified by a user.
16. A system for providing a customized multipurpose card, comprising:
a memory configured to store instructions; and
a processor configured to execute the instructions to obtain a blank multipurpose
card, the multipurpose card having a main portion and a keytag portion, customize the main
portion and the keytag portion, and issue the customized multipurpose card.

17. The system of claim 16 wherein the main portion and the keytag portion are separable.
18. The system of claim 17 wherein the keytag portion includes a hole that allows the keytag portion to be attached to a key ring.
19. The system of claim 16 wherein the multipurpose card is one of a calling card, a gift card, and a credit card.
20. The system of claim 16 wherein, when customizing, the processor is further configured to:
add at least one of a company logo, personal expression, and a photograph to the main portion and keytag portion of the multipurpose card.
21. The system of claim 16 wherein the processor is further configured to:
add an identification number to the main portion and keytag portion of the multipurpose card.
22. A computer-readable medium containing instructions for causing at least one processor to perform a method comprising:
causing at least one multipurpose card to be generated, the at least one

multipurpose card having a main portion and a keytag portion;

- 5 customizing the main portion and the keytag portion; and
 providing the at least one customized multipurpose card.

23. The computer-readable medium of claim 22 wherein the customizing includes:
 adding one or more of a company logo, personal expression, and a photograph to
the main portion and the keytag portion of each of the at least one multipurpose card.

24. The computer-readable medium of claim 22 wherein the method further includes:
 adding an identification number to the main portion and the keytag portion of
each of the at least one multipurpose card.

25. A method for providing customized cards, comprising:
 receiving a request for one or more multipurpose cards having a main portion and
a keytag portion, the request including personalized information to be added to the multipurpose
cards;

- 5 modifying the main portion and keytag portion of each multipurpose card to
include the personalized information; and
 providing the modified cards.

26. The method of claim 25 wherein the main portion and keytag portion of each
multipurpose card are separable.

27. The method of claim 25 wherein the receiving includes:
receiving a request for one or more multipurpose calling cards, gift cards, and
credit cards.
28. A method for manufacturing a calling card, comprising:
generating a card, the card being substantially a size of a conventional calling
card;
creating a perforation to create a first calling card portion and a second portion;
and
forming a hole in the second portion.
29. The method of claim 28 wherein the creating includes:
creating 5 or 6 perforations between the first calling card portion and the second
portion.
30. The method of claim 28 further comprising:
placing a label on the perforation.